



YONGE STREET MISSION INSPIRES EMPATHY WITH #735CHALLENGE

MEDIA CONTACT

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TORONTO -- Can you live on \$7.35 for one day? How about one week? Yonge Street Mission (YSM) is asking Torontonians to do just that with their #735Challenge. The awareness campaign works to inspire empathy for those living with poverty by challenging Torontonians to live on the same amount of money someone struggling with low income has to survive on.

The not-for-profit Christian development agency was live on CP24 today to reveal the significance behind their recent social media posts asking users to guess how much money was in the depicted jar. The jar contained the amount of money the average Toronto food bank user has to live on for a week: \$51.45 which works out to \$7.35 per day¹.

The #735Challenge presents an opportunity for Torontonians to understand the strain poverty puts on individuals and feel the struggle of those who have no choice but to live on such a shockingly low amount of money. By recreating the monetary struggle of those living with poverty, YSM is working to impact the public mindset and engage Torontonians in their mission to end chronic poverty in Toronto in one generation.

YSM has been on the front line, helping Torontonians move up and out of poverty for over 121 years, developing and adjusting as the needs in Toronto have changed and Angie Draskovic, President & CEO invites others to join fight against poverty. "Chronic poverty or generational poverty, is a plague in our communities in Toronto. Our city loses so much when we don't hold dear the immense value, dignity and worth of each and every person we call neighbour. If you hold that dear too, we invite you to take action."

The #735Challenge runs until June 8, 2018. Visit www.735challenge.ca for more information on how to join the challenge and support YSM.

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For more information about [Yonge Street Mission](http://www.ysm.ca), please visit www.ysm.ca or call 416-929-9614. Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#)

About Yonge Street Mission

To people who believe that every person is of value and has promise, YSM is the vibrant, local Christian development agency that is leading an infectious movement - going beyond meeting

immediate needs by offering holistic programs and a pathway that can transform the lives of people living with poverty in Toronto from merely surviving to thriving.

Our five locations are:

- YSM's Evergreen Centre for Street Youth, 381 Yonge Street (*soon to be 365/367 Spadina Avenue*)
- Christian Community Centre, 270 Gerrard Street East
- Genesis Place, 280 Gerrard Street East
- H.B. Martin Family Centre for Urban Education, 306 Gerrard Street East
- Double Take & TD Securities Computer Literacy Centre, 310 Gerrard Street East